

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 174 (JOHNSON)—Req. No. 11767—1 page—(4 $\frac{1}{8}$ x 6 $\frac{1}{2}$ inches)—Jet, 1975

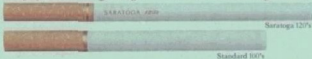
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More puffs than 100's.
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pleasure, without
smoking more cigarettes.

**Priced no more
than 100's.**

Look for them in
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crush-proof box.

Menthol and Regular.



"Man, that's
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for the money!"



16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

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